



WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service  
Announcement at the below dates and times:

Title: GEOGRAPHY Length: :30

1/1/93 1/11/93

05:23:00A 02:18:59A  
10:21:34P

1/2/93  
02:20:20A 1/12/93  
10:22:30P 02:23:13A  
10:20:30P

1/3/93  
02:20:00A 1/13/93  
10:23:30P 04:51:38A

1/4/93 1/14/93  
05:23:15A 04:53:15A  
07:25:26A

1/5/93  
09:21:02A  
11:19:24P

1/6/93

**WTVE-TV 51**  
**READING, PENNSYLVANIA**

**FIRST QUARTER 1993**

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## **CHILDREN'S NON-BROADCAST EFFORTS**

WTVE-TV 51 performed the following non-broadcast children's efforts between January 1 and March 18, 1993:

**HUMANE SOCIETY OF BERKS COUNTY**  
1801 North 11th Street  
Reading, Pennsylvania 19604

Feb., Mar., 1993

Dan Bendetti, WTVE Production Manager, continued discussions with Lindy Scholar, Executive Director of the Humane Society of Berks County.

Dan had met with Ms. Scholar in October of 1992 about production of a half-hour weekly show that teaches youngsters about the various aspects of owning a pet. The format would be interactive, allowing children to ask questions as pets are showcased.

In subsequent conversations and meetings, it was decided that the format could be incorporated just as effectively into three-minute segments as a half hour. Ms. Scholar then forwarded topics she felt important to cover in the segments.

- \*Responsibility of pet ownership
- \*Proper way to handle a puppy or kitten
- \*Proper way to approach a stray
- \*Discuss the importance of spaying and neutering

Note: WTVE already enjoys a long and successful relationship with the local Humane Society, producing "Pet-of-the-Week" on a regular basis. The proposed three-minute segments would expand upon the service WTVE already provides the organization.

## **HOME EDUCATIONAL NETWORK TOUR**

1/13/93 Kim Bradley, WTVE Supervisor of Operations, conducted a tour of the studio with students and parents from a learn-at-home program. There is no formal name for the organization. The parents, for one reason or another, don't want their children going to public (or private) schools. So they educate them at home. As part of the curriculum, they travel to various area businesses to give the children a firsthand glimpse of the working world.

Kim explained the various aspects of how a television station worked and how a signal is transmitted to the audience.

**LAUERER'S ELEMENTARY SCHOOL**  
251 North 2nd Street  
Reading, Pennsylvania 19602

2/4/93 WTVE visited Lauerer's to tape an insert for the "News to You" installment dealing with AIDS education in the classroom. Amy Oritz, spokesperson for the Berks AIDS Network, was lecturing to the class about what AIDS is and how it's transmitted.

The students not only learned invaluable lessons, but they were also given a firsthand glimpse of television production. In every sense, it was a positive learning experience on a number of different levels for the children.

**CUB SCOUT TOUR**

3/3/93 Kim Bradley took a group of Cub Scouts on a tour of the facility. The boys were in the first grade, age six and seven. She showed them the studio and demonstrated how the master control board works. The tour lasted forty-five minutes.

**RISING SUN ATHLETIC ASSOCIATION**  
211 West Douglas Street  
Reading, Pennsylvania 19601

3/12/93 Dan Betndetti met for one and a half hours with representatives from the Rising Sun Athletic Association to discuss production of a 30-second P.S.A. to help the organization raise funds for a football tournament in Florida. The program benefits youth 6-13 years of age from the inner city. The chapter from Reading and Berks County will be representing the region at the National Youth Football and Cheerleading Championships in Daytona Beach over Thanksgiving weekend of 1993. Monetary donations are needed for transportation, housing and food for the participants.

Dan advised D.W. "Skip" Rahn about the most effective ways to produce a 30-second P.S.A. He gave Mr. Rahn copies of P.S.A. scripts to give him guidelines for their own script. The P.S.A., when produced, will air on this station and potentially other stations. WTVE can help with placement of the spot on other stations.

Mr. Rahn will contact Dan when they've decided on their direction. The way it was left, he will get back sometime early in the Second Quarter.

LEARNING FOR LIFE-HAWK MOUNTAIN COUNCIL #528/BSA  
4901 Pottsville Pike  
Reading, Pennsylvania 19605

3/18/93 Dan Bendetti, WTVE Production Manager, traveled to Schuylkill Valley Junior High School (Pottsville Pike & Route 73, Leesport, PA 19533), where he talked to a class of approximately 25 students. This was sanctioned through the Learning for Life-Hawk Mountain Council.

The purpose of these lectures is to inform students about the career opportunities which exists in broadcasting. Dan took various pieces of equipment as a means of illustrating some of the production positions open in the field. He spoke for just under one hour.

The coordinator for the Learning for Life program is Deborah Sauers, Career Awareness Consultant.

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## CHILDREN'S ASCERTAINMENT

The following represents WTVE-TV 51's Children's Ascertainment efforts for the period January 1-March 18, 1993:

2/4/93 - Kim Bradley, WTVE Operations Supervisor, handed out questionnaires at [REDACTED] (251 North 2nd Street, Reading, Pennsylvania 19607). The main topics discussed were (see Appendix A for complete listing of questionnaires):

- \*Drugs/Alcohol
- \*AIDS/Safe Sex
- \*Environment
- \*Fighting
- \*Child Abuse
- \*Rape
- \*Homeless/Hunger
- \*Smoking
- \*Family Problems
- \*Staying in School

3/9/93 - George Mattmiller, contract employee, spoke on the phone with Marie Reedy, Director of Development and Public Relations for Goodwill Industries of Mid-Eastern Pennsylvania (310 North Wyomissing Avenue, Reading, Pennsylvania 19607). The topic discussed was:

- \*The classroom environment for children, improving conditions to make schools safe again and to bring back quality education

3/17/93 - Dan Bendetti, WTVE Production Manager, met at the station with Grace Davis, co-owner of The Goddard Learning Center (25 Commerce Drive, Reading, Pennsylvania 19610). Topics discussed were:

- \*The need for positive role models for children
- \*Community activities for children
- \*More educational programs for children
- \*Promote self-esteem through social involvement for children

3/18/93 - Dan Bendetti handed out questionnaires at his talk at Schuylkill Junior High School (Pottsville Pike & Route 73, Leesport, Pennsylvania 19533).

The main topics were (please see Appendix B for a complete listing of questionnaires):

- \*Drugs/Alcohol
- \*Environment-Pollution (Ozone)
- \*Smoking
- \*AIDS/Safe Sex
- \*Racism
- \*Economy

## APPENDIX A





WTVE • Reading Broadcasting, Inc.

CHILDREN'S ASCERTAINMENT

WTVE-TV51 in it's on going efforts to serve the needs of children would like to know what you feel are ten important issues that effect the children of today. You may use personal experiences of yourself or that of others. You may also use enviromental and social problems. This information is going to help WTVE to better know the community and it's needs.

AGE: 10

SCHOOL DISTRICT: Reading

1. In factorys machines scath people up. I ease you decide to work hard

2. Aids and HIV VIRES

3. Drugs and Cocaine try to stop it

4. Try stoping alot of killing

5. Geting a couple people help

6. Prevent fires (like have fire stations a lot more closer)

7. Get more nice but strict police officers like I like officer Jones tall black nice guy

8. Have a license before buying guns and reason

9. Give kids from africa and Phillipines out to people who don't have a job

10. Try geting rape out of the way

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

Rapist and why not handout the kids a least put them in a shelter



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AGE: 10

SCHOOL DISTRICT: Reading

1. TV51 Aid.

2. Tubi if you have Aids can you give the other person by having sex, yes or No

3. Use somebody always Needle.

4. Using drugs is not right to use.

5. You can give people Aid in bed haveing sex with a girl. This kid had Aid and he had sex.

6.

7.

8.

9.

10.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

Some of my friends has Aid but I go to the mall with him. Some of my family smoky and I hate being in house.



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AGE: 11

SCHOOL DISTRICT: Reading

1. I think drugs are a problem for kids
2. Also the immorality to kids is unbelieve
3. I also think that sex is a problem with teenagers today because they think it's fun.
4. Also some kids think that drinking alcohol is same to do then but it's not.
5. Smoking yes it is a problem because kids think it's cool some they just want to fit in.
6. I think kids should know that skipping school is not wise.
7. Boys should remember the condoms are not 100 percent protective.
8. Kids in families that are returning.
9. Fighting is not good.
10. And also bringing things that you should not bring to school.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

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AGE: 12

SCHOOL DISTRICT: Lowest Park

1. I thank the movies
2. I thank aids that's going around
3. The kids drinking
4. the drugs
5. The hanging on the corner
6. Stop the fighting on the street
7. Stop the robbery for m still there
8. Stop the fighting on the street
9. I thank rap city like music
10. and to help people stay in school

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

See, what I am  
how to stop people from hanging  
on the corner



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AGE: 12

SCHOOL DISTRICT: Laver's Park

1. My problems are that a lots of aids going around
2. And children come in drugs and other stuff
3. like having family problems and
4. Doing drugs and being BOMBS and
5. ending up just like them
6. And not going to school And robbing
7. people. And Teachers being ABUSE
8. and not listening to what kids
9. got to say And that how I feel

10.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.



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AGE: 10

SCHOOL DISTRICT: Reading

1.

Environmental

2.

Social Problems

3.

drug problem

4.

aids problem

5.

increasing traffic

6.

home problems

7.

hunger problem

8.

9.

10.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.



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AGE: 11

SCHOOL DISTRICT: Reading, Laver's Park

1. HIV AIDS

2. Led poisnen

3. Staying away from Needles,

4. To be careful out on streets

5. To be careful where you are at.

6. The homeless get somewhere to live and have food foest, and have clothes.

7.

8.

9.

10.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

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\_\_\_\_\_

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AGE: 11 SCHOOL DISTRICT: Reading

1. ADS is a big need  
for children.
2. gun's is 2 of the need for  
children
3. Dongs ?
4. Tixes is a need for all  
children
5. and Jop's is a need for  
grow up.
6. car's is not a need I +  
mass up the Earth and child.
7. soming is Bad. for us,
8. Cutting the trees ~~at~~ is  
Bad.
9. food is a problem for the  
children and grow up's.
10. and more home less p's  
a bad problem.

Is there anything that you would like to know more about but not  
~~at the information that you need?~~ If so write down any topics

I will like to know more about  
the Earth and it's problems.





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AGE: 11

SCHOOL DISTRICT: Reading

1. The bires that start in houses.
2. Many diseases that go around.
3. Drugs and Alcohol.
4. The traffic.
5. The strangers that come out at night.
6. The noise and air polution and water pollution.
7. The people that starve and are homeless.
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

I would like to know about the diseases more.



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AGE: 11

SCHOOL DISTRICT: Reading

1. I don't like the way in some states some kids are drinking the water and getting very sick.
2. HIV is very bad cause other peopel are having unprotected sex and that makes kids get love with HIV.
3. Some sickness is air pollution and when you breathe air you sometimes can get sick.
4. Needles are very danures especially kids that don't know.
5. Stay away from drugs or any one who offers.
6. Red Poison is danures to.
7. Cancer is bad but sometimes you can't stop it.
8. and to help homeless pepole for they can enjoy life.
9. And to stop pollution.
10. And to help kids that or being abused and rapped.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

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AGE: 11

Mark Jennings  
SCHOOL DISTRICT: Laver's Park

I have been in the community for about a year

2. And children these days they are dying and know one can stop it
3. The government people they need to keep doing there job
4. And kids today they be fighting and shooting
5. And they smoke and do drugs.
6. I think the government should stop hanging in the drugs, cocaine,
7. And the government should help the shelter.
8. And people they still from there families
9. And I want to know the drugs get here
10. Many burgalars go in people's houses and steal.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

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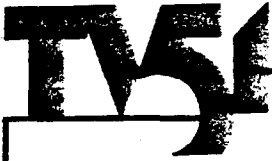
AGE: 10

SCHOOL DISTRICT: Reading

1. Ashting, child abuse, violence, rape,
2. Kids Violence, Rape
3. Drug,
4. ~~Government~~ - Government
5. Children that get punished.
6. Kids being raped.
7. Kids who have cancer.
8. Children who have Hiv because there mom had it.
9. \_\_\_\_\_
10. \_\_\_\_\_

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

Racism



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AGE: 11

Carmen Delgado

SCHOOL DISTRICT: Reading P.A.

1. a children can get aids from a Mother or Father and from a person on has disses and it's cut to.
2. Cancer I do not now but I'm sure that some can get it
3. there is drugs someone can offer children drugs but the word is always going to be no
4. heroin if you do not want children to smoke weed do you take it and take with cocaine
5. and heroin - pepal open it and put it in a piece of paper and smoke it that is called marijuana
6. and beer here yes do you sell it if you donat want kids to drink it do you think that is good no
7. they can get drugs from all that

8.

9.

10.

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

what parents may do they smoke junk and some use drugs



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AGE: 10

SCHOOL DISTRICT: Reading School District

1. Sexual contact with young children.
2. Kidnapping the children.
3. Killing Children after sexual contact.
4. Beating children Put marks on them
5. Leaving kids in their house or apartment.
6. Letting a child under 15 baby-sit another child under 15
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

Why do people start pollution?



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AGE: 10

SCHOOL DISTRICT: Laver's Park

1. The Polution of cars, buses, trains, planes, or even subways.
2. Toxic waist in water for the fish that we eat and the water that we drink.
3. Aids is another big problem with us kids, but still we can't make a drug to stop Aids
4. And we can't forget drug ation, they make kid do drugs because they don't want to alone
5. Sex Abuse is another thing that children should stay away from.
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about:

Aids, Drugs, Polution.



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AGE: 11

SCHOOL DISTRICT: Reading

1. Drugs Smoking
2. drincking
3. Sex
4. needs
5. Fiteing
6. Swering
7. Skiping School
8. Condoms
9. polushen
10. Killing

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

I want to no more abute how  
is it went you have a baby





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AGE: 12

SCHOOL DISTRICT: Leasport Park

1. Do you feel like if you were dealing?
2. When you get up do you feel like if your  
go to fore do so?
3. did it feel said wear you mother and father men  
about it.
4. I feel said about a person that got HIV and  
other people that live on the street that they can't get no home
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Is there anything that you would like to know more about but not getting the information that you need? If so write down any topics that you may want to know more about.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_